

Salvador Ibarra

BILINGUAL TYPE

Detroit, MI

sibarra@gmail.com

3034343399 office

Omnichannel Marketing experience for 3-Tier client channel systems. Strategic and new business development proven skills on international, national, and regional accounts. Capable of producing and selling bold, strategic, and persuasive ideas for multicultural audiences in all traditional and digital media forms.

Experience

Sr. Copywriter

Detroit, MI

Mar 2015 - Present

The Mars Agency

I'm responsible for creating innovative concepts and transforming them into written and visual renditions in multiple channels catered to multicultural and general market audiences. I helped clients like Anheuser-Busch, Bacardi, Campbell Soup Company and T-Mobile to name a few, reach their goals.

Sr. Bilingual Copywriter

Denver, CO

Feb 2005 - Feb 2015

The Integer Group/TBWA

Lead the Hispanic team throughout their Shopper Marketing efforts for clients such as Kellogg Company, P&G, Coors Brewing Company, and Wrangler.

Copywriter

Monterrey, N.L., México

Sep 2004 - Dec 2004

Grupo Cinco

Copywriter for radio, print, and TV advertising for H-E-B.

Jr. Copywriter

Monterrey, N.L. México
Jan 2004 - Aug 2004

R. Treviño & Asociados

Intern then Jr. Copywriter serving as support for the senior creative team. Promoted to copywriter for the Gigante account. Responsible for print, radio, TV, POS, & OOH advertising.

Education

Engineering in Information Systems

Monterrey, N.L. México
Aug 1998 - Aug 2003

Instituto Tecnológico y de Estudios Superiores de Monterrey

.

Salvador Ibarra

sibarra@gmail.com

3034343399 office